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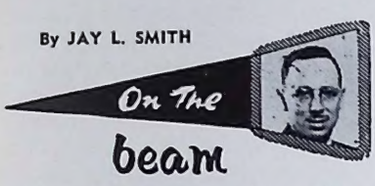
Moray Tribute By Canadian Exhibs

By JAY L. SMITH



I happened to be in New York last week, and took advantage of the fact to attend the premiere performance of Paramount's new VistaVision production of "Strategic Air Command" at the Paramount Theatre, starring James Stewart and June Allyson. It was an impressive premiere, with Broadway blocked off to traffic, giant klig lights scanning the skies, a radar exhibit set-up by the USAF opposite the theatre, and a plush first-night audience in attendance, including Jimmy Stewart. Grace Kelly, and a host of stars and executives as well as Army, Air Force and Navy brass.

Arthur Godfrey, who is known to have a very soft spot in his heart for the U.S. Air Force, turned his entire Wednesday evening CBS-TV program over to the premiere, interviewing a number of the distinguished guests present.

Seated in the balcony, not too far up, I was able to get a clear view of the giant new screen installed in the Paramount Theatre, for the new horizontal projection of VistaVision. The screen is tremendous, measuring 36 by 64 feet, with the projected picture covering an area 35 by 64 feet. According to the reports, the installation at the Paramount Theatre cost approximately $125,000 including the projection equipment, but what a job it does, especially for a picture like "Strategic Air Command".

Never has there been such aerial photography as appears in this picture. It is breathtaking in its beauty, and awe-inspiring in its scope. The big bombers of the SAC completely fill the huge screen, and in some instances seem practically life-size. The shots of the planes taking off, have the greatest depth of focus and

(Continued on Page 2)

WB Shorts Chief Honored With Silver Anniv. Month May 1-28

Exhibitors across Canada are responding enthusiastically with playdates to the Norman Moray Silver Anniversary Month commemorating his 25 years in the film industry — all with the same company, Warner Bros. Norman Moray, vice-president and short subjects manager for Warner Bros., has been a frequent visitor to Canada and the Canadian sales force hope to have every theatre throughout Canada playing WB features, shorts, cartoons and newsreels.

The ten branches which show the best all around performance in every facet of the sales drive will receive cash awards to be divided equally between salesmen and bookers.

It was Moray's inspiring leadership that developed and established the world-wide market enjoyed

(See MORAY Page 2)

NORMAN MORAY

VISTAVISION

Gordon Lightstone, Paramount's Canadian general manager, hosted about 40 industry executives, newspaper, radio and TV representatives at a luncheon, Thursday, April 28, Variety Club. Guest of honor was Frank LeGrande, VistaVision authority from New York.

Charles Chaplin New President Of CMPDA

Charles S. Chaplin, Canadian General Manager, United Artists Corp. Ltd. widely known throughout the motion picture industry in Canada and the United States, has been elected President of The Canadian Motion Picture Distributors Association which is composed of the Canadian General Managers of all motion picture distributing companies.

Veteran of twenty-five years in the motion picture industry, Mr.

(See CHAPLIN Page 3)

Good-will Tour Across Canada By P. Myers & A. Silverstone

Arthur Silverstone, assistant general sales manager for 20th-Fox and Peter Myers, the company's Canadian general manager, have left on a good-will tour of Canada. Backed by the knowledge that there are 760 Canadian theatres equipped with CinemaScope, with another 615 possibilities, the two men plan to discuss with each individual account the playing of Fox product.

Mr. Myers in announcing the trip disclosed that Fox has already secured playing time in 600 situations. During the next three months, Fox will release four of its biggest pictures, all in Cinema-

(See GOOD-WILL Page 3)

Strean & Fogler Head Confections Company

Control of Canadian Automatic Confections Ltd., Canada's largest independent concessionaires, has been taken over by Frank H. Strean and Lionel Folger. The two men acquired the stock in four companies held by Mrs. G. N. Heller of Toronto. Strean is president and will continue to direct operations. Folger, who has an

(See CONFECTIONS Page 2)

WOMPI's Charter Dinner Success 'A Step Forward'—J. J. Fitzgibbons

A record turnout of top film executives warmly applauded the official chartering of the Toronto branch, Women of the Motion Picture Industry (WOMPI) last Thursday at the King Edward Hotel, where the executives were guests of the 50 women who have already joined the organization.

Mr. J. J. Fitzgibbons, President, Famous Players Canadian Corp., and guest speaker for the dinner, opened his remarks with the following quotation:

(See WOMPI Page 2)

New Appointments At Allied Artists Here

Douglas V. Rosen, General Manager, Allied Artists Pictures of Canada, last week announced the promotion of Is Shapero from

(See ALLIED Page 3)

Arthur and Percy Hirsch's mother, Mrs. Michael Hirsch, after a long illness passed away in Montreal. Mrs. Hirsch was 91 years of age.

On the Beam

(Continued from Page 1)

clarity, we have ever seen, and the color by Technicolor is as close to perfect as you could visualize.

Apart from the technical aspects, "Strategic Air Command" is a mighty fine motion picture, that would have done an excellent business if it had been produced under any of the old aspects and ratios; in the new, improved VistaVision it is certain to pile up record-breaking grosses everywhere.

Another picture we caught while in New York, was M-G-M's "Blackboard Jungle", starring Glenn Ford, Anne Francis and Louis Calhern. This picture, produced by Pandro S. Berman without the extras of color or special aspect ratios, is doing record-breaking business across the entire U.S. It is a powerful indictment of juvenile delinquency in the high schools, and packs a wallop that is paying off at the box-offices.

CONFECTIONS

(Continued from Page 1)

equal interest in the companies, will not be active in any way. He is best known for his association with a stock-broker firm in Toronto. Herman H. Heller, who was closely connected with Canadian Automatic's operations, has resigned. Ben Smerling, Confection Cabinet Corporation, Chicago, opened the company before World War II, with Sydney Taube as manager. The late Harry Lahman of Toronto, head of Brownie Chocolates, Ltd., and Dairy Maid Chocolates, Ltd., acquired 50 per cent of the company and became sole owner when he purchased the remaining shares.

Strean is 35, married, and has two children. A member of the Variety Club of Toronto, he has also served the Tri-Bell Club as its president for several terms. Strean is a leader in organizing the Tri-Bell's annual charity show, which now aids Muscular Dystrophy.

The Big Knife

"The Big Knife," Clifford Odets' stage play, will be brought to the screen by producer-director Robert Aldrich, with Jack Palance, Ida Lupino, Shelley Winters, Everette Sloan, Rod Steiger and Wendell Corey starred, it is announced by Arthur B. Krim, President of United Artists, which will release the dynamic behind-the-scenes drama of Hollywood.

Cheerleader Bugs Bunny cues his fellow characters from Warner Bros. cartoons in boosting the Norman H. Moray Silver Anniversary Month Drive. Left to right, front row: Sylvester, Elmer, Tweety, Daffy Duck, Porky Pig, Hippety Hopper. Second row: Pepe LePew, Foghorn Leghorn, the Goofy Gophers, Yosemite Sam, and The Roadrunner.

MORAY TRIBUTE

(Continued from Page 1)

today by Warner's "Merry Melodies" and "Looney Tune" series. No other cartoon series has so many recognized favorites as Bugs Bunny, Porky Pig, Daffy Duck, Tweety, Yosemite Sam, Hippety Hopper, Sniffles, Elmer, the Minah Bird, Cecil Turtle, Wacky Worm, The Pup, Pepe LePew, Foghorn Leghorn, Goofy Gophers, Henery Hawk and Bertie and Hubie.

Moray strongly believes that shorts definitely have a place on every theatre screen, and the chances are that many theatregoers feel the same way. Who knows what the youngsters, and adults too, would do if they were deprived of their Bugs Bunny cartoons for some time?

Norman Moray is one of the most popular men in the film business. He is one busy executive who always finds time to scribble a personal postscript to individuals receiving any circular type letters originating from his office. His perseverance in the promotion of short subjects has been a mainstay of the entire industry.

The Norman H. Moray Silver Anniversary Month offers Canadian exhibitors an ideal opportunity to effectively pay tribute to this tireless pioneer as well as help the Warner Bros. Canadian crew share in the drive prize money.

Highlighting the company's outstanding feature product line-up currently are: Elia Kazan's "East of Eden," in CinemaScope and WarnerColor; "Battle Cry," in CinemaScope and WarnerColor; "The Silver Chalice," in CinemaScope and WarnerColor; "Unchained" and "New York Confidential."

WOMPI

(Continued from Page 1)

"Like a river running to the sea a new movement may start crystal clear at its source and yet still soon become defiled from the sordidness of man's ambitions, that filter into it as it broadens and runs its way, every flow that comes to swell the stream does not add to the water's purity, and every agency that gives fresh strength to a cause at its beginning does not necessarily contribute idealism in proportion to its influence."

Continuing, he said: "You must have an objective but not a scattered one to assure success." Mr. Fitzgibbons described the infant organization as a "step forward in the film industry."

He warned the group against the "danger of cliques" and advised the club to select "the best you can" for a leader and to trust such directors "implicitly" even in cases of disagreement. "If you elect them, stand by them even when mistakes are made."

Mr. Fitzgibbons recalled that when Variety was formed it appeared to be too big a project and at times appeared a "hopeless" undertaking. "I think it proved a success because it was too big and every member gave what he had to give regardless of creed, color or origin."

Pointing out that Variety meetings commenced with a prayer, Mr. Fitzgibbons told the club that "You can't lose when you pray." He added that WOMPI need not copy Variety but should feel free to approach members of the senior club for suggestions, especially for "expert and honest financial advice."

Mr. Fitzgibbons told the group FP would provide a theatre and movies and would endeavor to aid the women's club in any other fund-raising projects.

Anne Kaplan, WOMPI president, told the group the club was first organized in 1952 by a group of women from "film row" in Dallas, Texas. At the present time there are five other clubs, the inclusion of Toronto making it an international organization. Membership in the club is open to women in film distribution, exhibition, installation, transportation and concessions, and for those women affiliated with branches of motion picture promotion such as newspapers, radio, stage and screen.

"With the Toronto club being chartered, it is the first organization of its type for women in the motion picture industry in Canada," Miss Kaplan added.

Outlining the charitable endeavors accomplished by the club, Miss Kaplan said clothing, food and toys had been supplied for needy families last Christmas.

The club charter was presented to Miss Kaplan by Max Chic, associate editor of the Canadian Moving Picture Digest.

Seated at the head table were Florence Long, General Theatres Supply; Marion Hertell, CMPDA; Marjorie Wilson, JARO; Gladys Rawnsley, UA; Mr. J. J. Fitzgibbons; Anne Kaplan, Paramount; Max Chic, the Digest; May Lavendusky, Odeon; Lillian Pooley, Paramount; Virginia Richards, RKO; and Marguerite Thompson, Paramount.

WB Signs Wolfe Cohen To New 5 Yr. Contract

Warner Bros. Pictures Inc. announces the signing of Wolfe Cohen, president of Warner Bros. Pictures International Corp., to a new five-year contract. Mr. Cohen joined Warner Bros. thirty years ago in Canada as branch manager in St. John, became Canadian District Manager in 1936, and in 1944 came to the New York home office to take charge of the company's offices in Latin America and the Far East. In 1948 Cohen was elevated to president of Warner International with supervision over the company's foreign activities.

CANADIAN TV SET SALES NOW OVER 1,300,000

Canadians have now bought more than 1,300,000 TV sets, according to a Radio and TV Manufacturers' Association report for February.

Sales during the month reached more than 55,000, to boost the total from the previous 1,265,000.

GOOD-WILL

(Continued from Page 1)

Scope and Deluxe Color. The four are: "Soldier of Fortune," with Clark Gable and Susan Hayward; "The Seven Year Itch," with Marilyn Munroe and Tom Ewell; "Daddy Long Legs," with Fred Astaire, Leslie Caron and Terry Moore, and the fourth, "The Tall Men," with Clark Gable, Guy Madison and Jane Russell.

Commenting on the "tremendous success across Canada" of "A Man Called Peter," Mr. Myers stated that the four films listed above are rated as even bigger grossers. "Most studios are cutting down on productions," Mr. Myers continued, "but at our studios, high budget pictures are constantly in work. The average cost of a CinemaScope film to us is about three million dollars."

The release schedule as announced by Mr. Myers covering the next four months are in April, "A Man Called Peter;" "Violent Saturday" in CinemaScope and DeLuxe color with Victor Mature and Richard Egan; and "Angela," starring Dennis O'Keefe.

May releases, "Daddy Long Legs" and "That Lady," CinemaScope, starring Olivia de Havilland and Gilbert Roland with the print by Technicolor.

In June, "Soldier of Fortune;" "The Magnificient Matador," in CinemaScope and Eastman color with Maureen O'Hara and Anthony Quinn; and "The Seven Year Itch."

In July, "House of Bamboo," in CinemaScope and color by De Luxe with Robert Stack and Robert Ryan; "How To Be Very, Very Popular" in CinemaScope and color by De Luxe with Betty Grable, Sheree North and Robert Cummings and Panoramic Productions' "A Life in the Balance," starring Ricardo Montalban and Anne Bancroft.

Capitol, Ottawa Donates Theatre

The Capitol Theatre is now being used for Sunday morning religious services. Immediately following the Easter Sunday fire which destroyed the parish hall and caused heavy damage to Chalmer United Church, manager Ray Tubman offered the Capitol as a temporary place of worship on behalf of Famous Players Canadian Corporation. The offer was gratefully accepted by the church and services will continue to be held in Ottawa's largest theatre until the damage is repaired.

Across the Country

Toronto and District

To mark the milestone of the circuit, emphasized in the company's latest annual report by President J. J. Fitzgibbons, FPCC units across the country are making use of an advertising slogan which reads: "Famous Players Theatres—Celebrating 35 Years of Leadership in Entertainment, 1920-1955".

• • •

Holly Fuller, previously with the Patricia Theatre, London, for five years, prior to which he was with 20th Century Theatres in Western Ontario, has been appointed manager of the Skyway Drive-In at London, a Famous Players' unit under the supervision of Lloyd Taylor.

Lorne Yott, assistant at the Centre Theatre, London, is in charge of the St. Thomas Drive-In, an operation of 20th Century Theatres.

• • •

L. W. Brockington, president of J. Arthur Rank's Canadian companies, went to Montreal April 17 to address a mass rally of the Anglican Church which was a feature of the laymen's drive in the Diocese.

• • •

Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, has reported that enquiries have been received from many independent members for the group insurance plan. "This is still another service we offer our members," Jolly declared. Theatre owners, managers and employees, as well as dependents, including wife or husband and unmarried children under 19 years, are eligible for coverage.

Vancouver

Bingo, now a two million dollar annual business in this area, is giving theatres plenty of tough competition, and Bingo pays no amusement tax. Alvin Hart of Russell, Manitoba, has taken over the Grand Theatre, Preeceville, Sask.

• • •

George Reifel, Jr., of Vested Estates, owners of the downtown Vogue and Studio Theatres, is the father of a baby girl. Jim Hardiman head of Odeon exploitation department, took time out on his Vancouver visit to make a fast trip to San Francisco before returning to his Toronto headquarters.

• • •

Dot Graham, JARO 16 mm. representative, is very enthusiastic about the large number of religious films recently added to her JARO library.

• • •

Wally Hamilton, owner of Trans-Canada Films, is attending the SMPTE convention at the Drake Hotel, Chicago, along with his wife. Bob Foster of the Orpheum, business agent for Theatre Employees Union, met with a painful accident when he fell down the stairs at the theatre. He is reported in fair condition.

Winnipeg

This week the news is Calgary news, not Winnipeg news, since your reporter is in this Alberta City. The main topic of conversation has been the weather — with reports of 15 to 16 inches of snow.

• • •

It was nice seeing so many ex-Winnipegers; Ralph Zelickson, Bob Cringam, Jack Bermack, Sid Gutnick, Sid Bermack. Understand there are a few more around but haven't seen them yet. Saw Jimmy Ray of the Paramount office, and while he tells me this is his home town — I still think of him as a Winnipeger, since that is were I met him.

• • •

Saw Mr. Hoffman at the Tivoli, Calgary on Monday evening, but unfortunately did not get to talk to him. Thanks to Les Weinstein for the invite to his screening of THREE FOR THE SHOW.

(Continued on Page 6)

CHAPLIN

(Continued from Page 1)

Chaplin is Vice-Chairman of The Canadian Motion Picture Industry Council, has been Chairman of the Motion Picture Section of the Community Chest for the past four years, member of Empire Lodge, B'nai Brith, Toronto Board of Trade, member of Variety Club, Tent 28, Toronto, member of Canadian Motion Picture Pioneers, past President and active in Boy Scout Group Committee work.

Mr. Chaplin started in the motion picture industry as office boy for United Artists in Toronto in 1930, was booker in Saint John from 1933 to 1935 and Branch Manager from 1935 to 1940. He was Branch Manager in Montreal from 1940 to 1945 and was appointed Canadian General Manager, United Artists Corp. Ltd., in June 1945, with Headquarters in Toronto.

ALLIED

(Continued from Page 1)

salesman in the Allied Artists Toronto branch to the company's Head Office. In his new position, Mr. Shapero will be in charge of AA's Head Office Operations and Circuit Bookings. He has been in the industry for fifteen years and has been associated with this company for the past five years.

Shapero will be succeeded on the road by Orville Fruitman who was previously salesman for Empire-Universal. Fruitman entered the business twelve years ago, at the age of sixteen, with Columbia Pictures. The past five years he has been with Universal—first as a booker in Montreal, and the last two years as salesman in Toronto.

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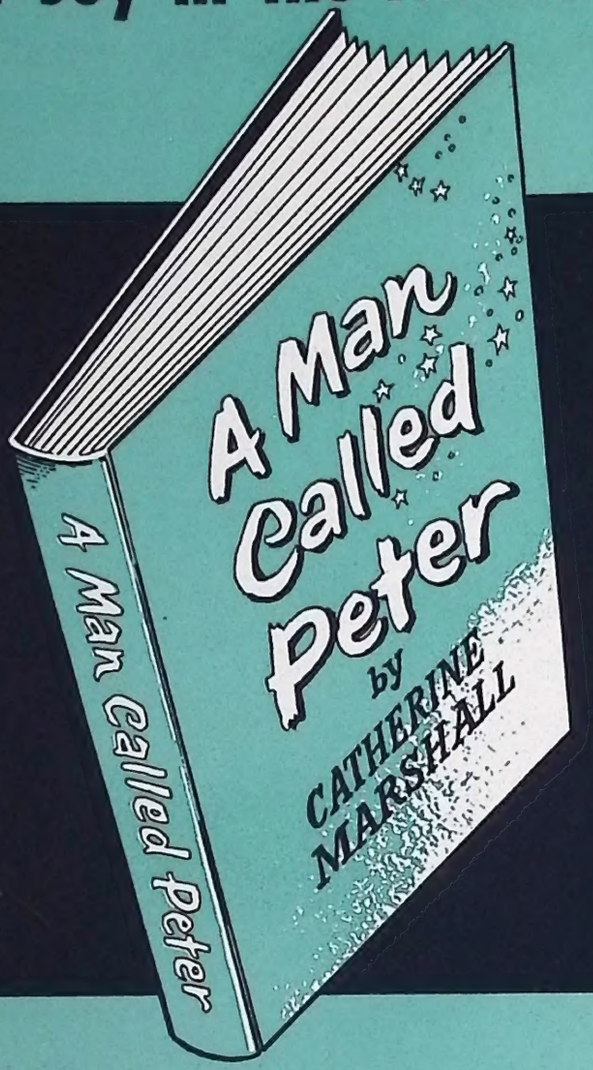
From Coast to Coast the Happiness Hit that's Putting New Joy in the Nation's Boxoffices!

Words of admiration to...



...from a Lady called Louella

20th Century-Fox presents

"A Man Called Peter"

starring

RICHARD TODD · JEAN PETERS

with Marjorie Rambeau

Produced by SAMUEL G. ENGEL · Directed by HENRY KOSTER · Screen Play by ELEANORE GRIFFIN

From the book by CATHERINE MARSHALL

CINEMASCOPE

color by DE LUXE

By Louella O. Parsons

This great love story will restore your faith in human beings, because of the spiritual intensity of Peter Marshall. It took courage and artistry to bring this widely read biography to the screen.

In my opinion, producer Sam Engel, director Henry Koster, together with script writer Eleanore Griffin have met the challenge with tenderness and brilliance.

The man Peter was a Scotch immigrant to this country, and his rise to become one of our great churchmen is a wonderful tribute to the vitality and strength of American democracy.

Marshall actually did affect not only the lives and thoughts of our war time Presidents and other top legislators, but his selfless courage inspired many a boy in uniform.

One of the most unforgettable scenes I've ever watched is the reproduction of the moment of inspiration and spiritual insight which Peter Marshall attained on the Sunday of December 7, 1941. The word had not reached Washington regarding Pearl Harbor, but Marshall, preaching to the midshipmen of Annapolis, felt impelled to change his sermon to speak of death to these young men who were so alert with life. His sermon was interrupted by news of the Japanese attack on Pearl Harbor.

What's more, I was totally unprepared for the understanding and strength of Richard Todd's performance as Marshall. He played with finesse and great faith.

Jean Peters, in the role of Catherine Marshall, exceeds anything she has done on the screen before and looks lovely throughout. It is she who carries the romantic theme in the picture, creating a portrait of a devoted, adoring wife which does all wives proud.

I don't want to forget Marjorie Rambeau either as the stiff-backed Washington socialite more interested in keeping her church from being contaminated by "undesirable people" than in helping all people find their souls.

"A MAN CALLED PETER" is an emotional, beautiful, **UNFORGETTABLE EXPERIENCE IN THEATRE-GOING.**

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ODEON

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OTTAWA
ODEON

THREE WEEKS
LONDON
ODEON

FOUR WEEKS
EDMONTON
ODEON

TWO WEEKS
SAINT JOHN
STRAND

FOUR WEEKS
CALGARY
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TWO WEEKS
REGINA
CAPITOL

TWO WEEKS
HALIFAX
CASINO & ARMVIEW

"it's a pleasure to do business with 20th!"

Popcorn-Concession Conference Announced By Jack Fitzgibbons

"Horizon's Unlimited" is to be the theme of the 4th Annual Canadian Regional Spring Popcorn and Concession Conference, sponsored by the International Popcorn Association on May 6th at the King Edward Hotel in Toronto, Ontario. The theme, of course, refers to the limitless number of merchandising ideas that will be exchanged at the conference for selling popcorn and other concession items.

Co-chairmen of the conference are J. J. Fitzgibbons, Jr., head of Theatre Confections Limited, and chairman of the IPA Board of Directors and Syd Spiegel, general manager of Super Pufft Popcorn Ltd., both of Toronto. The one-day regional meeting which is the third of its type sponsored by IPA across the U.S., and Canada in 1955 will feature a morning and afternoon "workshop clinic", a luncheon and a cocktail party for all registrants. All segments of the popcorn and concession industries are cordially invited to participate.

An innovation this year, according to J. J. Fitzgibbons, Jr., will be $250 in valuable attendance prizes donated by Allied Suppliers. Reservations are being accepted by J. J. Fitzgibbons, Jr., Theatre Confections Limited, 284 King Street, East, Toronto.

The advance program released by Co-chairmen Fitzgibbons and Spiegel lists the following subjects and panel participants:

Ice Cream Merchandising, W. J. Armstrong, The Borden Co.

Hot Dogs in Theatres, Clifford G. Oates, Shopsy's Foods Ltd.

What's New in Packaging, W. G. Stapleton.

The Popcorn Outlook, Rufus Harris, Blevins Popcorn Co.

Shrimp Rolls eally Sell, Kenneth K. Fell, Flavo-Rite Foods.

Brown Gold (Cocoa Bean Film) Jerry Weissman, C. J. Van Houten & Zoon.

Theatre Sales Promotion, Kenneth K. Wells, Theatre Confections Ltd.

Be a Leader—Join IPA, Thomas J. Sullivan, Exec. Vice Pres., IPA.

Montreal Leading In JARO Billings Drive

In the same order as last week are Bob Johnson's Montreal Office in first place in the eighth week of JARO's Tenth Anniversary Billings Drive. Second, Frank Scott with his Calgary Office; and still holding third place is Toronto.

Vancouver has crept up into fourth place only 1.7 per cent behind Toronto.

Austin Keough, Para. N.Y. Executive Dies

Austin C. Keough, a vice-president, secretary and a member of the board of directors of Paramount Pictures Corporation, died Wednesday, April 20 at New York Hospital. He was 67 years of age. Mr. Keough, who had been with Paramount since 1919, was educated at Brooklyn public schools, Dartmouth College, where he received his Bachelor of Arts degree in 1911, and Columbia University, which awarded him his Bachelor of Laws degree in 1914. A World War I veteran, Mr. Keough resided all his life in Brooklyn until very recently when he moved with Mrs. Keough to the Garden City Hotel, Garden City, L.I.

He had been under treatment for diabetes at New York Hospital. Immediate cause of death was heart failure. Mr. Keough is survived by his widow, Mrs. Katherine Upton Keough. Mr. J. J. Fitzgibbons, President of Famous Players went to New York for the funeral.

Frank Audas Dies

The death of Mr. Frank Audas, a resident of Amherst for many years, occurred at Highland View Hospital, Amherst, N.S. last Wednesday from a heart-attack. Mr. Audas was in his 61st year.

The late Mr. Audas was well-known in theatrical circles in the Maritime Provinces. He was in the theatre business in Truro — later in Amherst, as Manager of the F. G. Spencer Company "Capitol" theatre for a long period. Some years ago he and Mrs. Audas moved to Liverpool, N.S. and recently have conducted a theatre business in Parrsboro, N.S.

His widow is the former Myrtle Fielding, a sister of Mr. A. A. Fielding.

Sam Israel Passes

Sam Israel, 55, Universal-International Studio Publicity Director, died of a heart attack April 21 at his home.

He had suffered a previous seizure over a year ago but had recovered and returned to his Studio post and was at his desk the day before the fatal attack.

Cultural Council Delay

Although personally favored by Prime Minister Louis St. Laurent, the proposed Canada Council for the encouragement of the arts, recommended by the Royal Commission headed by Rt. Hon. Vincent Massey, has been permanently shelved because of objections from Quebec, it is reported, where the move was considered to be an invasion of provincial rights. The Council was to have assisted persons in all forms of cultural activities including music, stage, screen painting and writing.

Woodstock N.B. Drive-In Planned

Grading operations have been commenced by Mr. Smith Cummings on a 400-car Drive-in theatre at Woodstock, N.B. It will be located three miles north of Woodstock on the No. 2 highway and is expected to be in operation by first of June. Mr. Cummings has already ordered the equipment for the $40,000. project. The F. G. Spencer Company operate the "Capitol" theatre in Woodstock and last year completely remodelled this theatre.

Across the Country

(Continued from Page 3)

Charlie Frankelson, of Winnipeg arrived in Calgary for the week-end, on his way to Vancouver, where he will be situated for about three to four weeks, selling 16 mm. for International, then back to Calgary for a short while.

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New shipper at the JARO office is Tom Robinson.

Maritimes

Theatres on Prince Edward Island can look forward to Television opposition shortly. CFCY privately owned television station at Charlottetown was granted a television license this week, and expects to be on the air early in 1956.

• • •

Mr. Izzy Davis has returned from a sales meeting of United Artists Managers held in Chicago. Mr . Davis speaks very enthusiastically concerning this year's product mentioning in particular "Not as a Stranger", for many years' a best seller, which he saw at a private screening.

Ottawa

Auto-Sky, situated on the Prescott Highway, beat the gun for drive-in theatre openings in Ottawa and suburban areas on the Saturday before Easter. Eastview's Star-Top opened several nights later, followed by the Britannia Drive-In Saturday, April 16. Only one more—The Alladin—remains to be heard from at the moment. Warm temperatures and sunshine following a late March blizzard and heavy snowfall got the open air theatre season on its way long before it was expected.

• • •

The Glebe Cinema, one of the two Fredell houses under the management of Fred C. Leavens, has Henry Barlow and Blosson Craft, a singing duo, as the added attraction to Mr. Hulot's Holiday. Both stage presentation and French film comedy held over for a second week.

• • •

The Country Girl, which did a fine two weeks at the Capitol Theatre following the Academy Award to Grace Kelly, was moved over to the Regent, where it played another stanza to excellent returns. The Capitol and Regent are the only theatres operated by Famous Players in the capital city.

• • •

Ray Tubman is busily engaged in preparing for the appearance of George Formby and his English Music Hall troupe at the Capitol Theatre in aid of Toronto's Variety Village. The Ottawa Theatre Managers' Association is cooperating to make the benefit show a big success.

• • •

Other hold-overs to big business are A Man Called Peter at the Odeon and The Little Fugitive at the Little Elgin. Both these productions were well received by local newspaper and radio film critics.

The Aladdin Drive-In owners have completed arrangements whereby Twentieth Century Theatres of Toronto will again operate the South End spot for another season. Plans are going ahead for an early opening. The Britannia Drive-In, also operated by Twentieth Century, is erecting a wide screen to permit the presentation of CinemaScope, making it the first of Ottawa's four ozoners to be so equipped.

Chatter... That Could Matter!

By MAX CHIC

Chris Salmon is back from a 3 week stay in London . . . **Charles Chaplin, UA's** Canadian general manager is on his semi-annual tour of the West . . . **J. J. Fitzgibbons** during his address at the **WOMPI** Charter Dinner speculated why the group didn't use the word Ladies instead of Women . . . he answered his own query when he pronounced the initials **LOMPI . . . Curly Posen's** new company is called **Associated Theatres** and headquarters at Room 703, 21 Dundas Square.

Rumor hath it that **Guy Upjohn** is back in Toronto after a lengthy stay in England . . . **Henri, 20th-Fox's** "Voice" is due to tie the knot at the **Holy Blossom Temple,** June 5 at 7.30 p.m. . . . **Murray Sweigman** joins the exodus to the West this week . . . he is off to Winnipeg . . . what an industry . . . everyone is travelling . . . **George Altman** and wife left on their annual vacation trip and will wind up in LA for **Variety's** International Convention . . . **George** is **Tent 28's** official delegate . . . **Frank Goldhar** and the **Smith** brothers will join the **Altmans** there. **Barney Fox** will also attend the convention.

JARO's "The Divided Heart" brought out a record number of people at a preview showing last Sunday night at the **Hyland,** Toronto . . . **Morris Berlin, Somerset,** Ottawa, became the proud daddy of a new-born boy . . . his second to date . . . while on the subject of new arrivals **Tommy Knight** has that harried look, with an expectant wife on his hands . . . another welcome arrival is the return of **Frank Vaughan,** back from a trip down Florida way.

Hilly Cass, MGM's Canadian general manager elected vice-president, **CMPDA . . . Joe Bermac** will be going to the **Variety International** Meet and tour on his way back through Western Canada.

JARO branch managers and salesmen will start benefitting from the top business the company is doing via a new bonus scheme . . . **Rapid Grip and Batten** have made a 10 minute **Eastman** Color short for theatrical distribution about the **Imperial Oil** Trinidad Steel (Music) Band . . . the name "Pamboo" . . .

Film publicity men received a well earned spread in the current issue of **Liberty** . . . author **Alex Barris.**

Four Projectionists Honored In Hamilton

The four veterans in the booth of the Tivoli Theatre, Hamilton, Nicholas Rizzo, Lorne Kilman and the brothers, Fred and Victor Baldassari, have been honored for their long service at this Famous Players' unit, the last of them, Vic Baldassari, having become a member of the 25-Year Club.

All told, the quartette of projectionists have rolled up 113 years of employment with Famous Players out of a combined total of 156 years as operators. The eldest in point of service is Fred Baldassari who started in the business back in 1910, 45 years ago.

A similar situation is found at the Capitol Theatre, Ottawa, where all four projectionists are 25-Year Club members with previous service to their credit.

Youngstein Installed

Max E. Youngstein, Vice President of United Artists, was installed as president of the Cinema Lodge of B'nai Brith at a luncheon in the Sheraton Astor Hotel, N.Y.

NFB's Stratford Film Wins Canadian Award

The National Film Board's feature length film "Stratford Adventure," received top honors in the 1955 Canadian Film Awards Competition.

The winning film is a documentary about the Stratford Shakespearean Festival.

Hye Bossin of Toronto, editor of Canadian Film Weekly, received a special award for distinguished contributions to the film industry.

The awards, started in 1948, are sponsored by the Canadian Association for Adult Education, the Canadian Film Institute and the Canada Foundation.

'Scope For NFB?

Reacting to the sharp trend towards CinemaScope, the National Film Board is currently mulling the desirability of turning out at least some of its theatrical subjects in the widescreen medium, Albert W. Trueman, chairman of the board and also Canada's government film commissioner, said in N. Y. last week.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
2nd wk. Untamed (20th-Fox) C'Scope & DeLuxe Color with Tyrone Power.

SHEA'S
4th wk. The Country Girl (Para.) with Bing Crosby and Grace Kelly.

UNIVERSITY & EGLINTON
2nd wk. East of Eden (WB) C'Scope & WarnerColor with James Dean.

LOEW'S
The Glass Slipper (MGM) Color with Leslie Caron and Michael Wilding.

UPTOWN
2nd wk. Man Without a Star (E-U) with Kirk Douglas and Jeanne Crain.

ODEON & FAIRLAWN
3rd wk. A Man Called Peter (20th-Fox) C'Scope and DeLuxe Color with Richard Todd.

HYLAND & CHRISTIE
3rd wk. To Paris with Love (JARO) Tech. with Alec Guinness.

DOWNTOWN
Shotgun (AA) with Sterling Hayden & Yvonne De Carlo.

MONTREAL

CAPITOL
Long John Silver (Alliance) C'Scope & Eastman Color with Robert Newton.

LOEW'S
4th wk. The Country Girl (Para.) with Bing Crosby and Grace Kelly.

PALACE
Prince of Players (20th-Fox) C'Scope & DeLuxe Color with Richard Burton.

PRINCESS
Timberjack (Rep.) Trucolor with Sterling Hayden & Vera Ralston.

AVENUE
3rd wk. Chance Meeting (JARO) with Odile Versois and David Knight.

KENT
The Stranger's Hand (Alliance) with Trevor Howard and Alida Valli.

WINNIPEG

CAPITOL
Battle Cry (WB) C'Scope and WarnerColor with Van Heflin and Aldo Ray.

MET
Beau Brummell (MGM) Color with Stewart Granger and Elizabeth Taylor.

ODEON
2nd wk. A Man Called Peter (20th-Fox) C'Scope and DeLuxe Color with Richard Todd.

GARRICK
2nd wk. 6 Bridges to Cross (E-U) with Tony Curtis and Julie Adams.

CALGARY

CAPITOL
2nd wk. Hit The Deck (MGM) C'Scope and Color with Jane Powell.

PALACE
Run for Cover (Para.) VistaVision & Tech. with James Cagney.

UPTOWN
A Man Called Peter (20th-Fox) C'Scope & DeLuxe Color with Richard Todd.

STRAND
Private Hell 36 (Alliance) and Hunters of the Deep (Alliance).

GRAND
Three for the Show (Col.) C'Scope and Tech. with Betty Grable.

VANCOUVER

CAPITOL
Hit the Deck (MGM) C'Scope and Color with Jane Powell and Tony Martin.

VOGUE
A Man Called Peter (20th-Fox) C'Scope & DeLuxe Color with Richard Todd.

ORPHEUM
Many Rivers to Cross (MGM) C'Scope & Color with Robert Taylor.

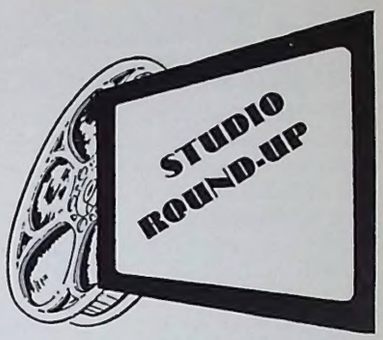
STRAND
2nd wk. The Glass Slipper (MGM) Color with Leslie Caron and Michael Wilding.

ST. JOHN

PARAMOUNT
The Long Gray Line (Col.) C'Scope & Tech. with Tyrone Power.

STRAND
2nd wk. A Man Called Peter (20th-Fox) C'Scope & DeLuxe Color with Richard Todd.

KENT
High Society (AA) with Lee Gorcey.



Columbia Pictures has announced the signing of a three picture deal with **Sam Spiegel,** producer of the **Academy Award** winner, "On the Waterfront." **UA** has started production of their **Technicolor** adventure drama "Fort Yuma." **Donald O'Connor** to take a long-earned vacation after completing his stint in **Paramount's** "Anything Goes."

Steve Allen wins the coveted title role in **Universal's** "The Benny Goodman Story," production to be handled by **Aaron Rosenberg. Metro** to produce "Court Martial," starring **Glenn Ford** which is based on the television presentation **"The Rack."**

Liz Taylor will be kept busy in **Warner's** "The Giant," designer **Moss Mabry** planning 41 costume changes for the star. **Robert Ryan** joins cast of **20th-Fox's Clark Gable** starrer "The Tall Men." **Allied Artists** to handle distribution for the **Max Setton** and **Victor Pahlen** production "Thunderstorm."

Metro's "Bedevilled," opened in New York's Palace Theatre Friday, this story of Paris gangdom is the first Hollywood picture to be C'Scope filmed in its entirety in Paris.

Columbia sets **Blake Edwards** to write script for the musical, "Held's Angels," based on cartoons by **John Held, Jr. 20th-Fox** to launch their new **Fred Astaire** musical "Daddy Long Legs" May 5th at the Roxy, New York, proceeds of the gala performance to be handed over to the **March of Dimes.**

Joanne Dru handed femme lead opposite **Alan Ladd** in **Warner's** "The Darkest Hour." **Paramount's** "The Man Who Knew Too Much," to go before the **VistaVision** cameras May 12th in French Morocco, this suspense mystery of espionage is being directed by **Hitchcock** and stars **James Stewart** and **Doris Day.**

20th-Fox signs Director **Richard Fleischer** to long-term contract after his successful direction of "Violent Saturday."

Republic's "The Eternal Sea," off to a good start after being premiered to an enthusiastic audience in Rhode Island at the RKO Albee Theatre, topcast are **Sterling Hayden** and **Alexis Smith.**

Allied Theatres Run Coupon In Newspapers

Toronto exhibitors generally are watching the policy of seven independent neighborhood theatres which combined for the distribution of coupons good for an admission on payment of a 25c service charge the last half of the week until April 30.

The service fee comes under the tax-free provision of the revised Ontario amusement levy. The coupon-admission was adopted by the Allenby, Avalon, Cameo, Fox, Granada, Joy and Kent theatres which are among the local houses which feature the Foto-Nite Offer the first three days of the week.

Foto-Nite Award

Mr. Stackhouse, manager of the Windsor Theatre, Vancouver, B.C. received the Foto-Nite Bulletin Award for April.

To stimulate interest in his Foto-Nite Stage Presentation, Mr. Stackhouse promoted special Foto-Nite Stage Contest prizes from local merchants.

He had a very attractive lobby display playing up Foto-Nite and it's big cash offer.

TIME TO CUT DOWN THE AMUSEMENT TAX

Hon. G. Howard Ferguson might well give serious consideration to the suggestion that the Amusement Tax should be entirely wiped out for entertainments where the admission fee is 50 cents or less.

It is to be hoped that the Premier will be big enough to discount the fact that the leader of the Opposition, W. E. N. Sinclair, is advocating the abolition of the Tax and will probably try to make practical capital out of it.

Entertainment such as is provided by the moving picture theatres can no longer be classified as a luxury. A reasonable amount of relaxation in this strenuous age is a necessity. Entertainment, instruction or amusement furnished by the moving picture theatres plays an important part in the life of the community, and the tax bears heavily on the family with a limited budget where every five-cent piece has to be counted.

The higher priced productions where the fee is two dollars or more may be termed luxuries. At any rate, in such cases the burden falls on those well able to pay the toll.

Evening Telegram, Toronto Ont. Nov. 7th, 1928

Cashiers Beware!

Theatre cashiers have been warned to be on their guard against a new form of an old swindle involving change for a $10 bill which was worked the other night at a London house by a pair of crooks, working separately. The first used a 10-spot for the purchase of a ticket, receiving the proper change. a little later, the second bought a ticket, handing in the exact cash required. A short time later the second crook came back to complain he hadn't received change for his $10 bill which he could identify because of a telephone number written on it. The cashier found the marked bill and complied. When the swindlers soon left the theatre she did a quick check and found she was short $9.

Assignment Children Before Parliament

A most unusual screening took place before a large gathering of members of the Senate and House of Commons recently when Assignment Children, the UNICEF picture made by comedian Danny Kaye on a tour of Asia was privately screened.

At the conclusion of the screening, the Honourable Paul Martin, Minister of Health and Welfare, thanked both Paramount Pictures, and Mr. Ray Tubman, Manager of the Capitol theatre, Ottawa.

FOTO-NITE AWARD

An agreement has been officially reached between Gomalco Incorporated and Paramount Pictures for the production of a major picture to be made this summer starring George Gobel.

Plans are to star Gobel in the comedy, "The Lady Eve."

Facts About The New Paramount Horizontal VV Presentation

SCREENS

In preparing for double-frame projection the theatre must have, or install, a seamless metalized screen with a light gain of about 2 to 1. 3 to 1 is too high and 1 to 1 is too low. The size of a screen shall be in keeping with the special recommendations which are now being prepared by Paramount for each installation.

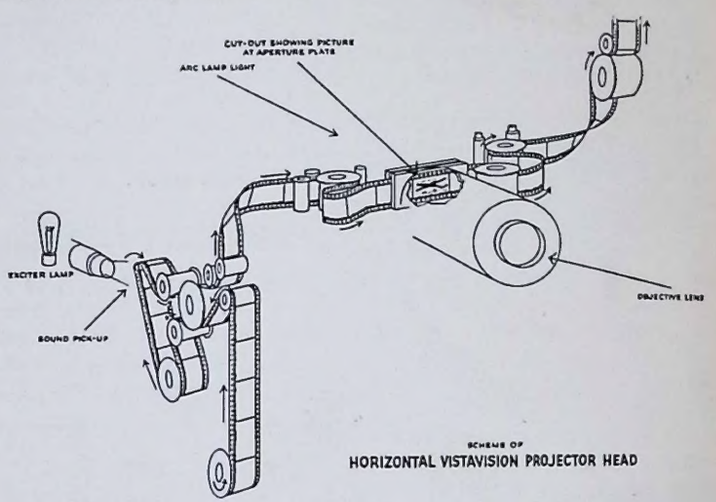
PRINTS

For optimum effectiveness on large screens of from fifty to sixty feet in width, the large image of the double-frame print with double-frame projection is recommended. This large area of print is not necesary for smaller screens. Thus, the Paramount recommendation of standard VistaVision prints (single-frame images) for all medium to small theatres.

Double-frame prints can be projected in any aspect ratio from 1.66/1 to 2/1. Most presentations will be in an aspect ratio of about 1.85/1.

The double-frame picture film has a standard optical track located in the standard position. The recording and reproduction is at 180 feet per minute in place of the normal 90 feet per minute. The sound synchronization is 18 double frames behind the picture (in the same direction as magnetic sound).

All VistaVision prints, including the double-frame prints, are on regular 35 mm. film, which can be spliced and handled on any rewind and inspection equipment that will accommodate up to 5,000 foot reels.



SCHEME OF HORIZONTAL VISTAVISION PROJECTOR HEAD

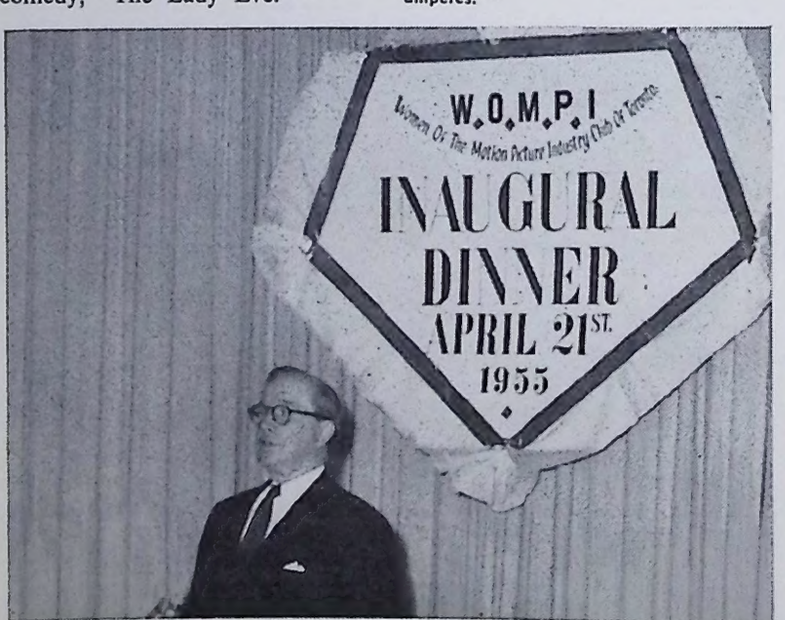
LENSES

Standard type high quality lenses are used. The lens size can be computed by the sample formula: the lens focal length in inches will be equal to 1.418 times the projection throw in feet, divided by the desired picture width in feet as measured at the screen. The standard lens size tables do not apply to double-frame VistaVision.

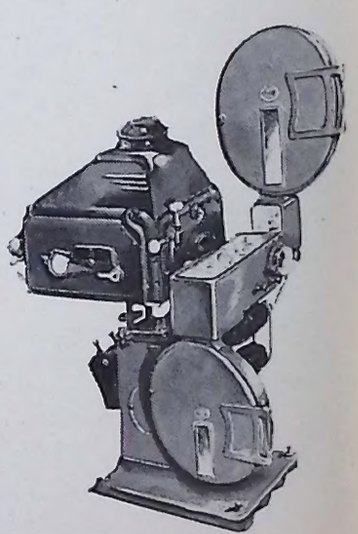
PROJECTORS

The double-frame projectors take the same floor area and portholes as a standard projector. These projectors can replace standard projectors or they can be installed in any place where a standard projector can be installed. They use standard pedestals, standard lamp houses and standard 5,000 foot magazines. The magazines are mounted vertically in the usual manner. THE FILM PASSES HORIZONTALLY THROUGH THE PROJECTOR.

The projectors are furnished complete with bases, movement, magazines, changeover dousers and sound heads. Normally, they will be supplied less lamp houses and less lenses. Paramount recommends using hy-condescent condenser type lamp houses capable of 180 amperes, although most installations operate at 150 to 160 amperes.



WOMPI CHARTER DINNER—left to right Gladys Rawnsley, UA, J. J. Fitzgibbons, the guest speaker and Anne Kaplan, President of the WOMPI club in Toronto.



HORIZONTAL VV PROJECTOR

Similar projectors are being installed in the Imperial, Toronto. for the showing of Paramount's "Strategic Air Command," due to open on May 20.